Getting Folks to Accept Change: Organizational Change Management in Delaware





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What is a Project?

- Project
- A temporary endeavor undertaken to create a unique product, service, or result.
- Project Management
- The application of knowledge, skills, tools, and techniques to project activities to meet project requirements.



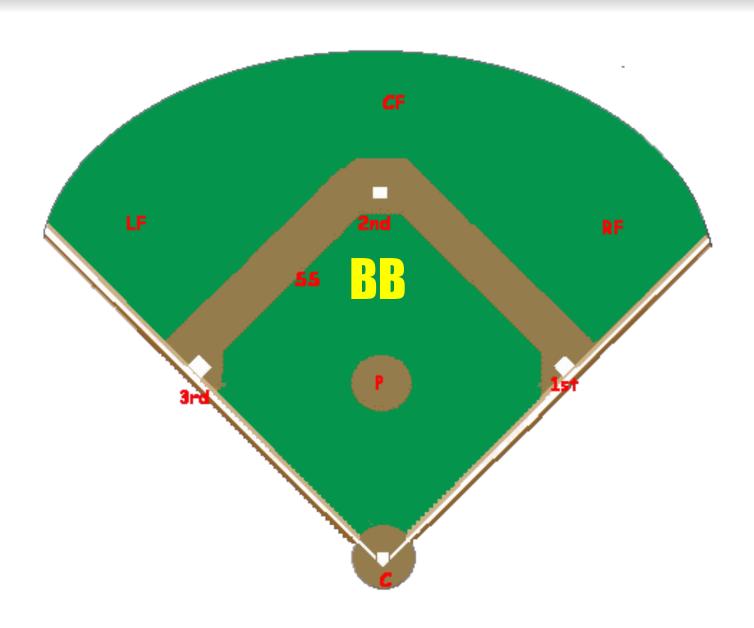
Project Management Involves

- Competing demands for scope, time, cost, risk, and quality.
- Stakeholders with differing needs and expectations.
- Identified requirements.

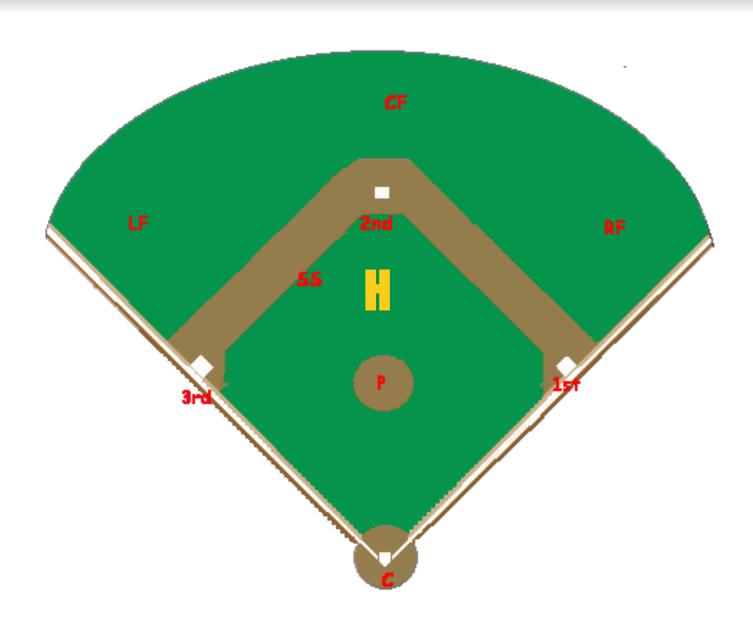
Project Objectives

- Project Objectives are SMART:
- Specific in terms of scope.
- Measurable in terms of time, cost, and quality.
- Attainable within time and resources constraints.
- Realistic based on resource, risk, and company policies.
- Tracked to organizational plans, policies, and procedures.

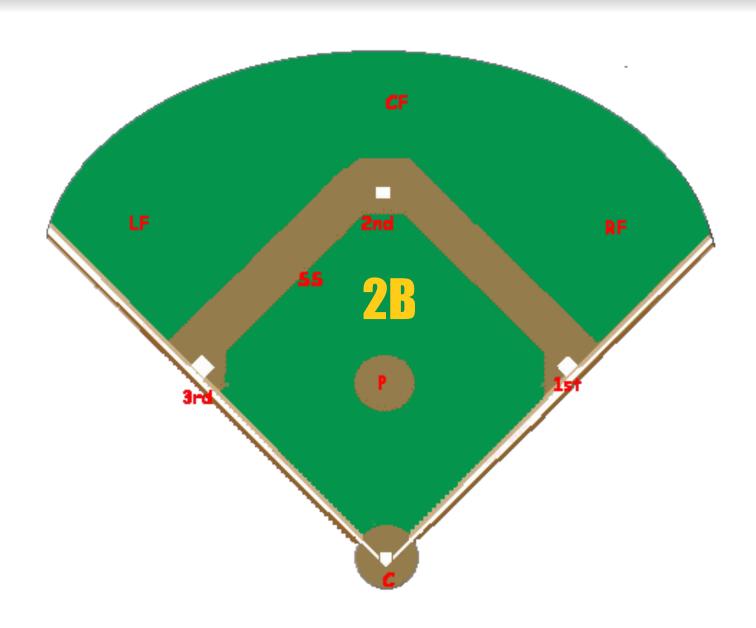




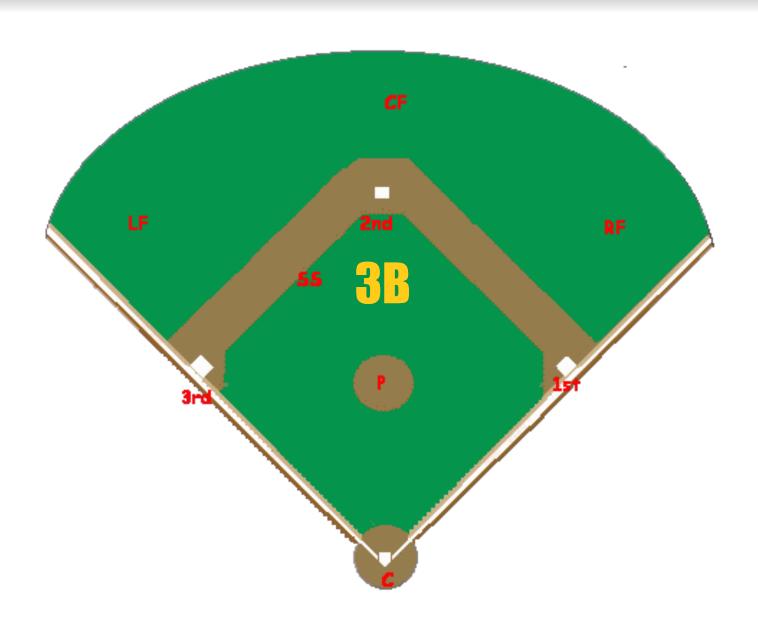




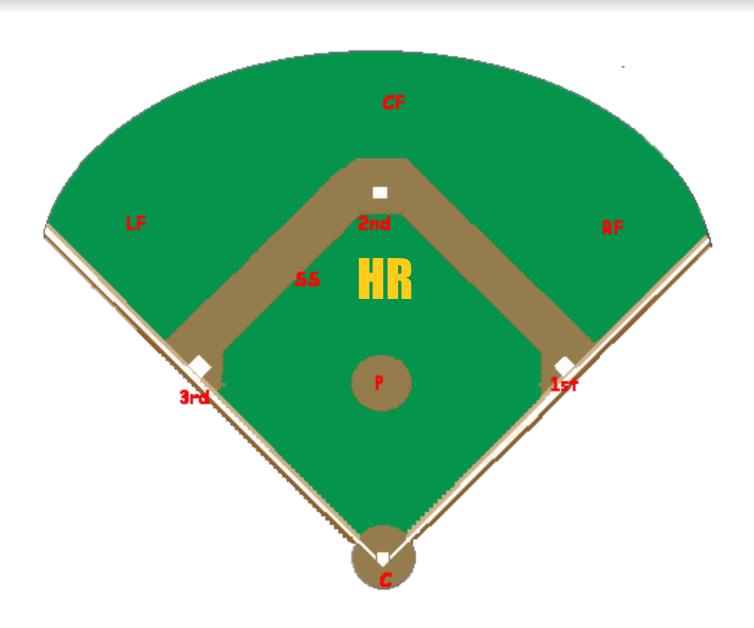




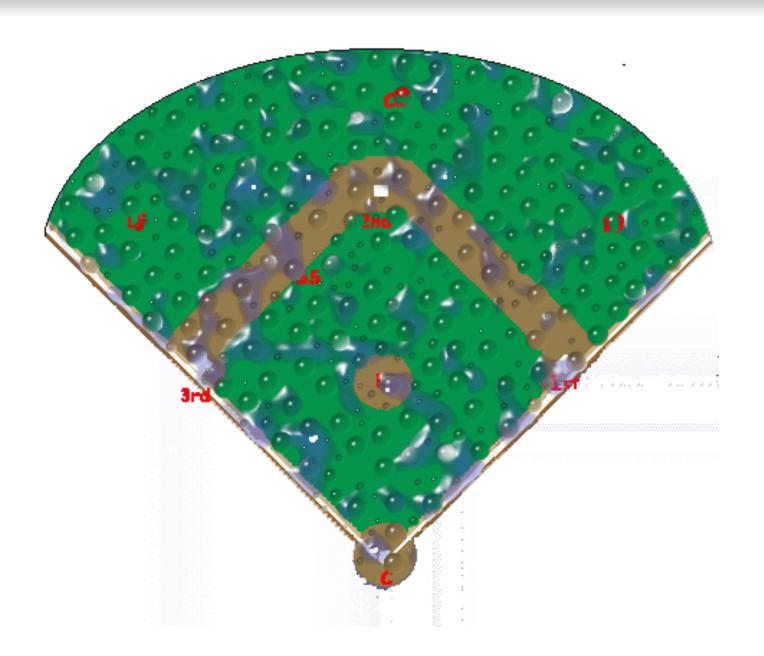














Difference Between Project and Organizational Change Management

- Project Management focus is on specific project activities and deliverables.
- Change Management focus is on the impact the project will have on the organization.

Thus . . .

- Project Management = the change
- Change Management = getting the change accepted



Organizational Change Management

Organized, systematic application of

- Knowledge
- Tools
- Resources of change

To provide organizations with a key process to achieve their business strategy



Essential Components of Organizational Change Management

- Sponsor Management
- End-user Communication
- Readiness
- Training
- Coaching
- Transition Planning
- Resistance Management



Organizational Change Management

- Manages change
- Recognizes that projects deal with people
- Helps people through the change
- Provides awareness
- Ensures readiness



Preparation For Major Change

- It is important for organizations to understand the
- Impacts the implementation will have on their own internal operations
- And to
- Prepare proactively for those impacts



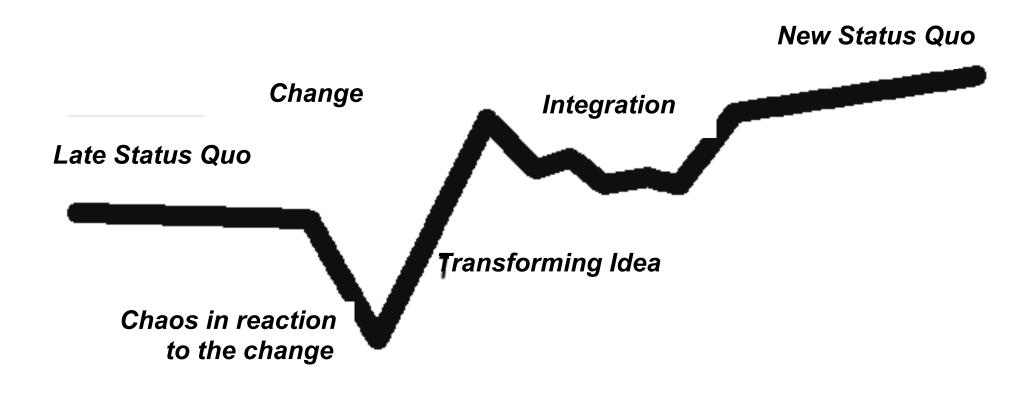
- Organizational Change Management is drawn from:
- Psychology
- Sociology
- Business administration
- Economics
- Industrial engineering
- Systems engineering
- The study of human and organizational behavior



- Satir's Change Process Model
- Kubler-Ross Stages of Change Model
- Kotter's Phases of Change Model
- Lewin's Dynamic Stability Model
- ©Prosci Change Management Model



Satir's Change Process Model



The impact on group performance of a change during the five stages of the Satir Change Model



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Goal of Organizational Change Management

 Provide the structure and guidance necessary to effectively prepare organizations for the successful acceptance of cultural change necessitated by major project initiatives.



Project Questions

- Who ?
- What?
- When?
- Where?
- Why?
- How?



Organizational Change Management Questions

- What's going on?
- What's in it for me?
- How do I prepare?
- How can I participate in the process?
- How can I communicate concerns and/or ideas?
- What will I do differently tomorrow?
- What's happening?



More Organizational Change Management Questions

- How do I stay motivated?
- What are immediate and long term implications for my job?
- How do we make the change?
- What needs to be changed?
- Why is it being changed?



Basic Organizational Change Management Steps

- Provide awareness of the change that is going to occur.
- Ensure there is understanding about why the change needs to happen and the benefits of that change.
- Facilitate acceptance of the change.

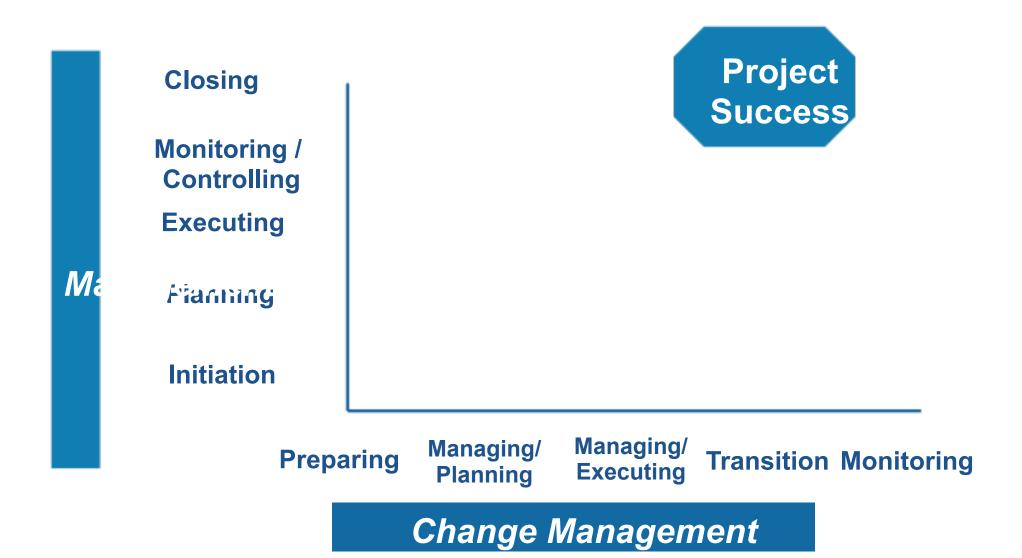


Basic Organizational Change Management Steps

- Act as someone who cares, listens, and responds to individual needs and concerns.
- Manage people and expectations.
- Assist people to use their insights, skills, and sense of values to move forward with organization/team efforts.



Successful Projects









Delaware's ERP Background

- State of Delaware
- 70 Organizations
- 35 State Agencies
- 19 School Districts
- 16 Charter Schools
- 47,000 Employees
- 12 Unions Represented
- 37 Different Locals





1990's ERP Projects







- 1990's Various False Starts
- July 1999
- PeopleSoft Human Resource Version 6.02 implemented
- Benefits Administration & Payroll Unsuccessful
- Rolled back to Mainframe Legacy System



Organizational Change Management Best Practices

- Structured change management approach.
 - Active and visible sponsorship.
 - Dedicated resources for project management and change management.
 - Employee participation in change process.
- Frequent and open communication.



Elements of Quality

 What are some elements of quality?

Department of Technology & Information Organizational Change Management



Repeatable Processes



- Processes for the DTI PMO are documented.
- DTI-specific training was provided to all Project Managers and Change Management Specialists.
- PM and CM processes designed to integrate with one another.
- Expectation set by management that these processes will be followed consistently.



Reinforcing Organizational Change

Project Management

Project Initiation **Project Planning** Changes Project Executing nforcing Project Controlling Rei **Project Closing**

Change Management

Preparing for Change

Managing Change-Planning

Managing Change-Execute

Transition

Monitoring Change



Change Management Processes



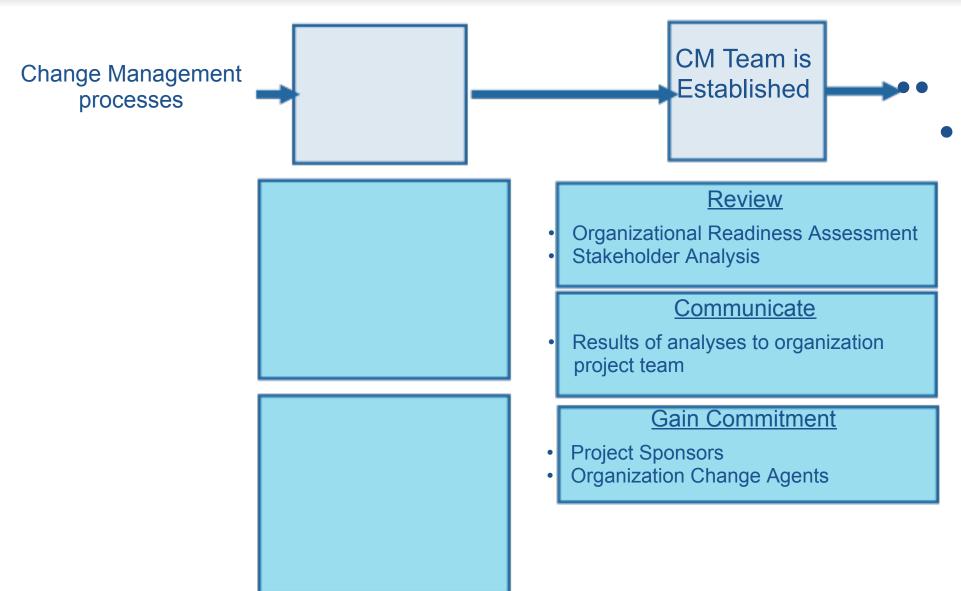


Preparing Process

Organization Change Management Is processes Assessed <u>Identify</u> **Organizational Traits Change Traits** Sponsor Stakeholders **End-User groups Complete** Organizational Readiness Assessment Stakeholder Analysis **Tailoring**



Preparing Process





Managing-Planning Process

Comprehensive Change
Management Plan is
Developed

Review

- Existing Business Processes
- Existing Forms
- Existing Policies
- Existing Procedures
- Master Readiness Tracking Spreadsheet
- Functional Impacts
- Hardware/Software Requirements

Document

- Process Changes
- Functional Impacts

Create

- Master Readiness Tracking Spreadsheet
- Change Management Project Plan

Determine

- Sponsor Model
- Avenues for communication that will be used
- Timing, audience, method, topic for important communication

Identify and Recruit

- •Individuals to act as coordinators for project implementation
- •Hold CM Team Kick-off Meeting (larger projects)



Managing – Executing Process



Review

Master Readiness Tracking Spreadsheet Functional Impacts Hardware/Software requirements

Develop

Checklists
Detailed instructions for checklist items
Supplemental checklist material

Collect and Track

Requested checklist information from involved organizations

<u>Update</u>

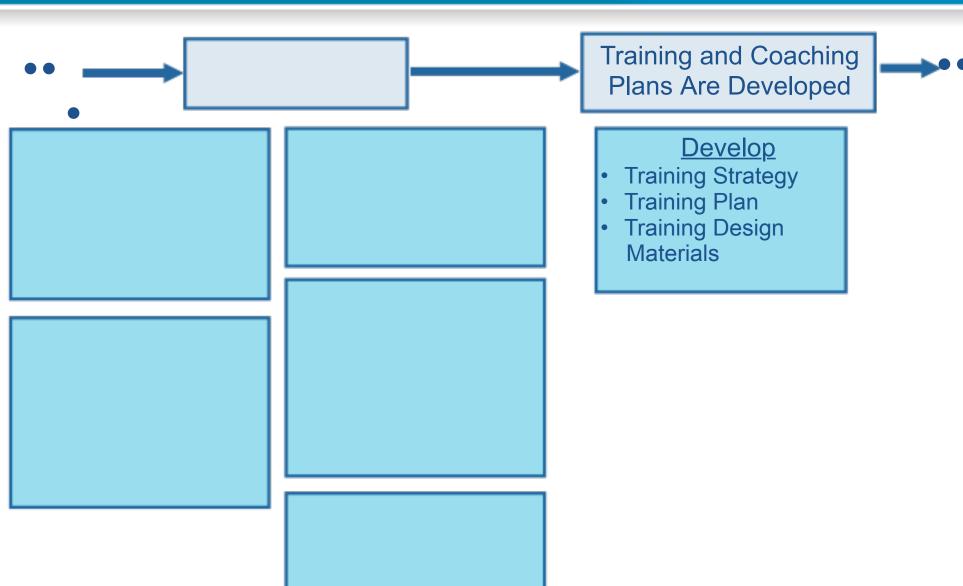
Onsite readiness tracking station (if applicable)
Master Readiness Tracking Spreadsheet
Checklist summary document

Report

Readiness statistics to Executive Steering Committee spreadsheet

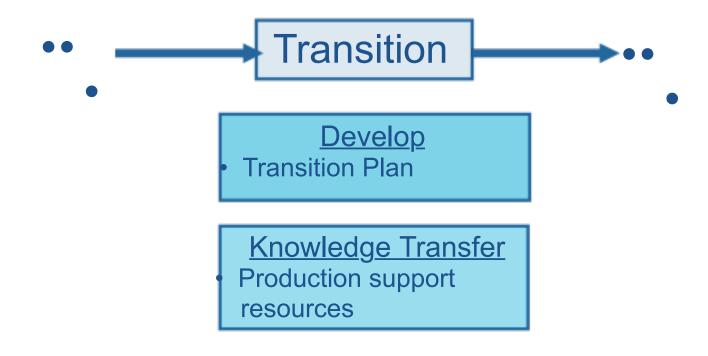


Managing – Executing Process





Transition Process





Monitoring Process

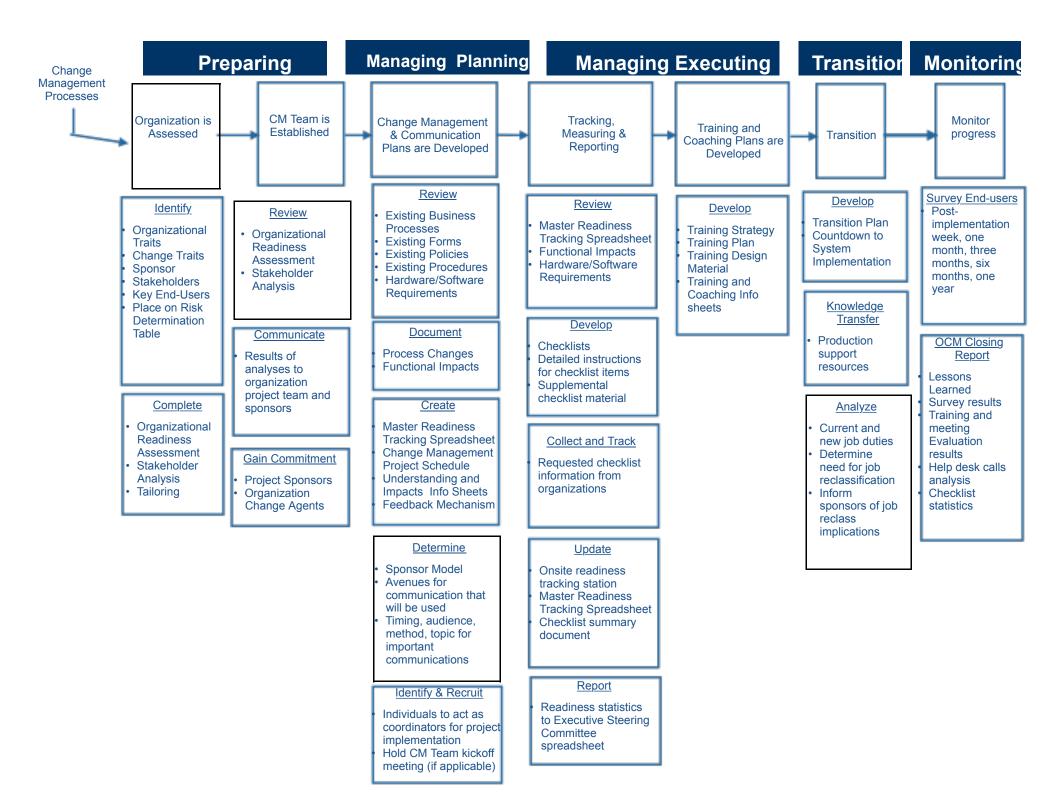


Survey End-users

- Post Implementation
 - One month
- Three months
- Six months
- One year

OCM Closing Report

- **Lessons Learned**
- Survey results
- Training and meeting evaluations
- Help desk calls analysis
- Checklist statistics





Comprehensive Organizational Change Management Plan

- Uses existing project documentation
- Business Case Summary
- Project Charter
- Provides
- Project overview information
- Stakeholders and method for specific enduser identification
- Implementation strategy
- Definition of change management



Comprehensive Organizational Change Management Plan

Provides

- Project goals
- Project benefits
- Project deliverables and timelines
- Roles and responsibilities
- Results of the organization and project assessment including placement on risk determination table.



Comprehensive Organizational Change Management Plan

Provides

- Team structure with recommended change management team structure
- Sponsor Activities
- Communication Plan
- Readiness Methodology
- Training and Coaching Plans
- Resistance Management Plan
- Transition Plan
- Monitoring/Closing Plan

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Best Practices

Best Practices

- Looked internally at DTI
- Looked at other state organizations
- Looked outside
- ©Prosci
- ASTD
- Learning Tree
- Gartner
- IBM



Specifically Incorporated Items

- Sponsor Plan
- CM Team Structure
- Communication Strategy
- Transition Plan
- Knowledge Transfer



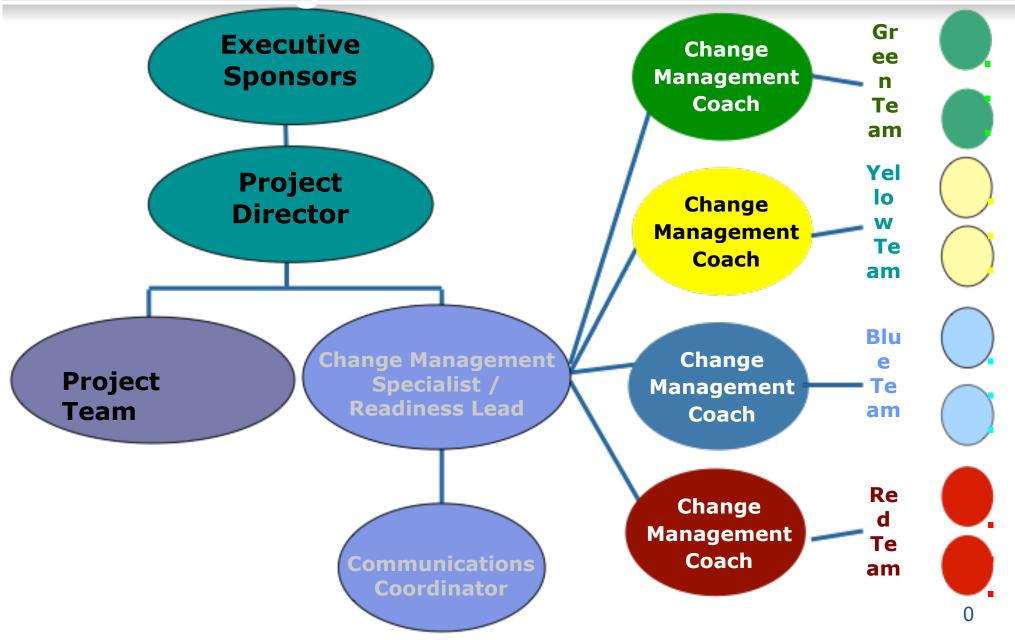
Sponsor Activities

Executive Sponsor Blueprint Sample

Target Group	Activity	Notes
With project management team	Provide timely decisions on critical issues Manage "scope creep" Secure resources for implementation Remove obstacles	On-going
With critical managers	Enforce readiness accountability for all organizations	On-going
With end users	Be proactive, visible and communicate Communicate key messages Visibly celebrate success stories	On-going

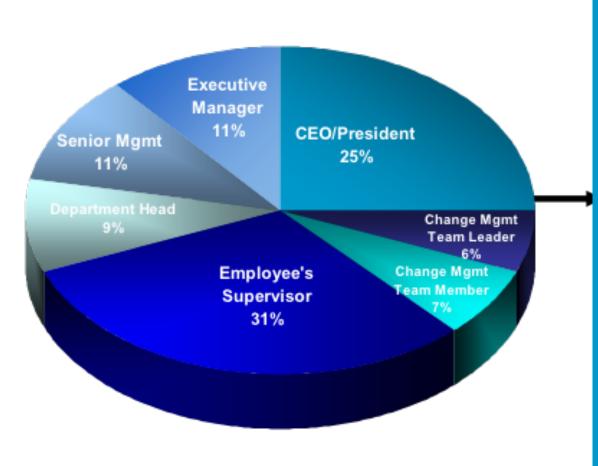


Statewide Organizational Change Management Team Model





Who Should Deliver the Message?



- •The current situation and rationale for the change
- Business issues or drivers that created the need for the change
- •Competitive issues or changes in the marketplace
- •What might happen if the change is not made
- Vision of the organization after the change is made
- **Overall timeframe**
- Alignment of the change with business strategy



Who Should Deliver the Message?



- •The impact on daily activities
- Why employees want to go along
- Job security
- Specific ways they are expected to aid the change
- Resources for assistance and ways to provide feedback



Organizational Change Phases and Communication

How do I stay motivated?

What is happening?

through What's in it

impacts for me?

Transition through Understanding

Analysis through
Celebrate Success! Awareness

Unaware
Denial
ty

Desire

How do I prepare?

Knowledge by training What will I do differently tomorrow?

Anxiet

coaching



- Understanding
- Impacts
- Training
- Coaching
- Count-down to system implementation



Information Sheets

Awareness Info Sheet



PROJECT SCOPE

DTI is embracing Enterprise Project Management (EPM) to improve our Project Management practice. DTI, teaming with Sogeti, will promote a consistent approach for creating, tracking, and managing projects and their information DTI's solution is a phased-in implementation and will incorporate collaboration tools; focusing on managing project

The first iteration includes:

- Technical installation and Configuration of Microsoft
 Provide customized training to Project Managers. Project Server and supporting software and tools.
- Adapt application to DTI Business Processes and Project Templates
- Define project reporting and functional requirements
- Incorporate four to five projects initally
- Perform Microsoft Project skill assessments for Office and Major Projects' Project Managers
 Provide knowledge transfer to DTI Microsoft Project Server Tool Administrators
- Team Leaders, and Team Members Involved in the Initial projects; based on roles, requirements, and skills inventory
- . Create Future Iterations Plan (Roadmap), focusing on full deployment of the EPM solution throughout

ACTIVITIES



PROJECT TEAMS

Project Sponsors:

Lynn Hersey-Miller, Chief Program Officer Bill Hckox, Chief Operating Officer

Provide Strategic Direction Provide Strategic Direction

Core Project Team:

Pn Naravanan, DTI Kim Cloud, DTI Clindy Bray, DTI Linda Watkins, Societi Role: Major Project Lead Project Manager Change Management Functional/Technical Lead Responsibility Project Direction and Acceptance Manage EPM Deployment Incorporate Change Management Process Project Management/Functional Consulting Technical Configuration/Training

For more information, contact Circly Biely (circly bray@state.de.us)

Coaching Info

Shoot

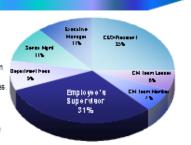
Supervisors as Coaches

Managers/supervisors are uniquely positioned to understand and implement change in their organizations. They are close to day-to-day operations, customers, and frontliné employees. Additionally, they are far enough removed from the day to day work to enable them to see the "big picture" and recognize new possibilities for problem solving and growth encouragement.

Supervisors are the preferred method for employees to receive messages about:

- The impact of change on day-to-day activitiés
- Behaviors and activities expected of employees, including support of the change
- Procedures for getting help and additional Information about the change

Supervisors play a key role in obtaining buy-in and commitment from employees.



When it comes to personal issues, receivers want to hear from someone they know and workwith regularly, namely their supervisor.

Key messages a Manager/Supervisor should deliver:

- · What is really driving the project? What is the problem causing the change?
- . What would happen if we didn't change? What will we become through the change?
- · How does the project fit-with or grow-out of the past?
- What kinds of secondary change and side effects are likely to occur?
- . How could individuals and groups be affected negatively by the change?
- What kind of assistance will we provide to affected individuals and groups?

ACTIVITIES

- Include EPM project as a standing agenda item
- Solicitfeedback and input from team membes. regarding the project and provide this information back to the project team
- Act as the messenger for the project team
- Demonstrate support of the project through words and
- Encourage employees to participate in the project by:
- Attending meetings and training Helping with the testing effort
- Participating in forums to gather feedback
- Completing any surveys sent by the Change Management Team
- ancillary training to compliment changes being brought about by the project · Modify employees' schedules to accommodate

Review training section of employee's performance

plan for upcoming year and encourage them to take

- learning curve brought about by the new system
- As k yourself for each employee where their knowledge is lacking and let the Change Management Team know where they need to focus their efforts.
 - Awareness for the project
- Desire for the project
- Training opportunities
- Coaching
- · Support your employees in embrading the project
 - Post-implementation

For more information, contact dit eom omi@state de us



- Printed versions of important information
- Newsletters
- Posters
- Fact/Info Sheets
- Bulletins

INFORMATION













- Identify different audiences that require training
 - Re-visit End-user Identification Spreadsheet
 - Send to managers and supervisors of end-users
 - Have them rank employees on scale of 1-4 for each specific type of task to be performed in new system
- Conduct training needs assessment and skill gap analysis
- Document requirements for the training team
- Training development schedule



- Customized Coaching Plan
- Can range from series of coaching info sheets to education for managers/supervisors on how to provide coaching.
- Prepare managers and supervisors to coach their employees through the change
- Identify additional areas of growth for employees i.e. accounting or Excel training for financials implementation.



Transition Ownership to Project Owner

Knowledge Transfer Plan

- Identifies required skills by project team role.
- Assesses current skills.
- Develops an agreed upon action plan and milestones.
- Re-assesses semi-annually for life of project.



- Celebration & Recognition!!!
- Milestones/successes
- Implementation success

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Metrics

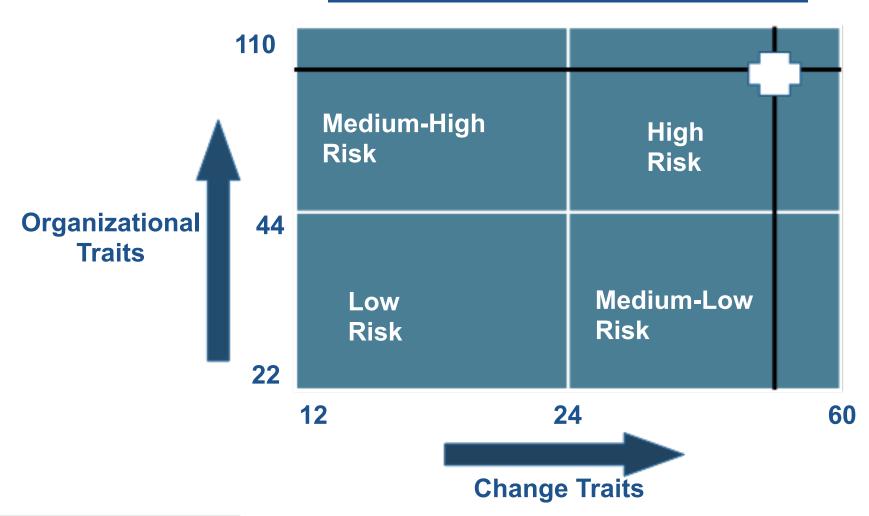


- Organizational Readiness Assessment
- Organizational Traits
- Change Traits
- Plot the project on the Risk Determination Table
- Stakeholder Analysis



Assessing the Organization

Risk Determination Table





Stakeholder Analysis

Important /
Little Influence

Developers
End-users Web Client

Important / Influential

End-users Fat Client



Service Desk
Customer Care Center
Vendors

Not Important / Little Influential



Executive Sponsors Governor

Not Important / Influential



End-User Identification & Skills Inventory

End-User Inventory

- End-User Identification
- Manager/Supervisor Identification
- Specify Key-End User
- Skills Gap Analysis
- Identify IT Support Personnel and Technical Specifications

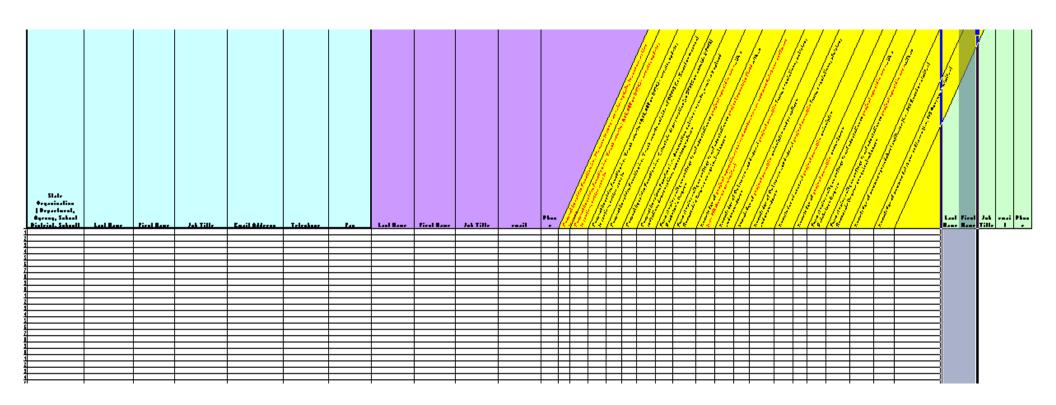


End-user Inventory

1st
End-user Identification and Demographic
Information

2nd Skills Inventory

3rd IT sppt.



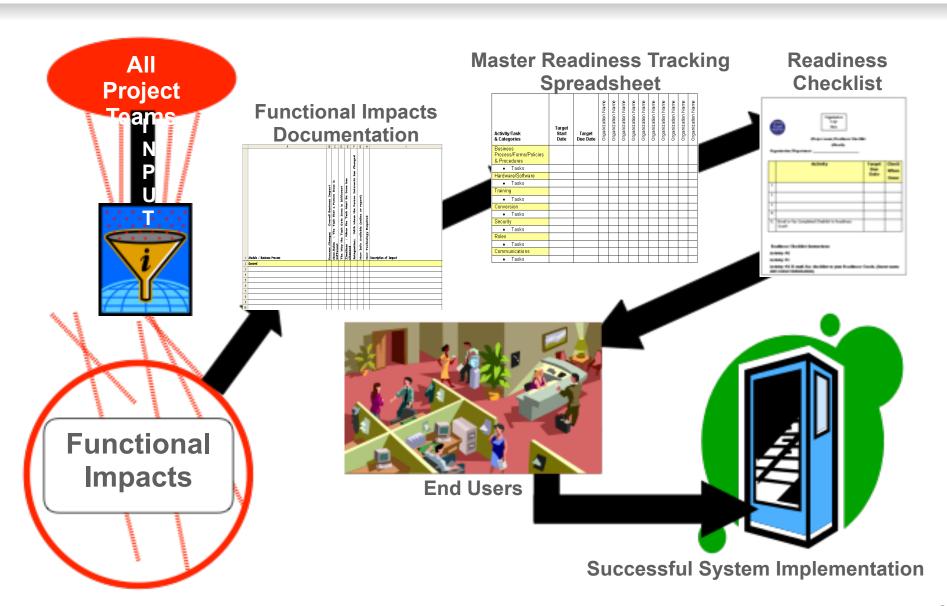


Managing Organizational Change

- Tracking, Measuring, and Reporting
- Functional Impacts Spreadsheet
- Master Readiness Tracking Spreadsheet
- Readiness Checklist
- Checklist Summary
- On-site Tracking Station
- Project Status
- Executive Sponsor Reporting



DTI Readiness Methodology



Functional Impacts

Current Process	Process Changes Overall Business Impact	New Roles: The Task that a Person Does is Different	The Way the Task Gets Done is Different	Timelines: When the Task Must Be Done has Changed	Integration: With whom the Person Interacts has Changed	New Info Available (online or report)	New Technology Required	Description of Impact - New process	Include in Training Materials	Communicate Business Process Change	Address Security Impacts - Forms, Access, Authorization		Use Readiness Methodology to have tasks completed	Date Due	Date Completed	
					-							\dashv				
												\dashv				



Master Readiness Tracking Spreadsheet

	Target Due Date	Organization	Organization Organization	Organization																											
		1	2	3	4	5	6	5 7	7 8		9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24		24			
Send in user names and userIDs	07/19/06		1	1	1	Х	1	~	1		~	v	v	V	1	V	1	1	χ	χ	V	V	V	V	Х	χ	18	Г	Т	П	
					•			Us	serl	D T	ask	(fo	r Ne	w Ca	stle	Cou	nty 7	75%	cor	nple	te										
Register for Training	07/31/06		✓.	V	✓	•	✓	✓	v		v	✓	✓.	✓	•	V	✓	✓.	•	•	V	>	•	✓.	•	•	16				
										Tra	ining	g R	egis	trat	ion (or N	lew	Cast	le (‰un	ty (66%	Co	mple	2te						
Had at least one person attend training	08/18/06		v	X	✓	X	✓	✓	1		✓	✓	✓	V	X	1	✓	✓	X	X	✓	✓.	X	✓	X	X	15				
											Had	d in	divid	luals	tten	d trai	ning														
How many attended training			4	X	1	X	2	1	1		1	2	5	2	X	5	2	2	X	X	2	1	X	2	X	X					
		1																													



Readiness Checklists

September 2006

DTI Team:

	Activity	Target Due Date	Check When Done
1	Using the attached spreadsheet, verify systems/applications used by your team, the data steward, how data on that system is classfied, which DTI teams use it, the assigned data classification, and the Disaster recovery category that has been assigned to it.	Sept 30, 2006	
2	USING THE ATTACHED SPREADSHEET IDENTIFY ALL INDIVIDUALS ON YOUR TEAM WHO HANDLE DATA THAT IS CONFIDENTIAL, SECRET, OR TOP SECRET	Sept 30, 2006	
3.	ON THE SPREADSHEET INDICATE IF THESE INDIVIDUALS HAVE THE ABILITY TO SECURE THESE DOCUMENTS	Sept 30, 2006	
4.	IF INDIVIDUALS DO NOT HAVE THE ABILITY TO SECURE THESE DOCUMENTS, PLEASE INDICATE IF YOU WOULD LIKE THE SECURITY OFFICE TO WORK WITH THEM TO ADDRESS THIS CONCERN.	Sept 30, 2006	
	Email Completed Checklist to <u>cindy.bray@state.de.us</u>	Sept 30, 2006	



Executive Sponsor Reporting



Major Project Status Overview-S A M P L E

PHRST ERP Project Implementations Status Overview

PHRST Upgrade	Risk	Comm en ts
On time		
Under Budget		
 eBenefits 		
Recruitment		
 eRecruitment 		
Readiness		
Training		

Time & Labor	Risk	Comm en ts
On-time		
Under Budget		
Training		
Readiness		

Risk Color Key	
On Target – no risk	
In Progress – may complete late	
At Risk - needs attention	

Readiness Status Report - S A M P L E



Activity/Task & Categories	Target Start Date	Target Due Date	Org. Name	Org. Name	Org. Name	Org. Nam e	Org. Name	Org. Name	Org. Name	Org. Name	Org. Nam e	Org. Name				
Monthly Checklists																
September	9/1/03	9/30/03	Х	Х	Х	Х	Х	Х	Х	Х	Х	Х	Х	Х	Х	Х
October	10/1/03	10/31/03	Х	Х	Х	Х	Х	Х	Х	Х	Х	Х	Х	Х	Х	Х
November	11/1/03	11/30/03	Х			Х			Х						Х	
Other Critical Tasks																
Leave Survey	8/1/03	9/31/03	х	^	х	х	^	х	х	х	х	^	х	х	^	х
Recruitment Survey	9/1/03	10/31/03		A					A		•		•			

X

Organization has completed as required



Organization is in process of completing task but will not finish by due date. No risk to readiness



Organization has not started this task and is jeopardizing readiness for this target. No risk to readiness.



Knowledge Transfer Plan

Required Skills by Team Role

	F	PeopleSoft Financ	cials Related Skills			oject Related kills							
Skill areas =====> Knowledge Role V	PeopleSoft Process Knowledge	PeopleSoft Configuration	Design & Build Reports, Interfaces, Conversions, Extensions	Site Operations	General Project	Change Management							
Functional	High	Low	Low	Low	Hiah	Low							
Configuration	Medium	High	Medium	Medium	Medium	Low							
Technical	Medium	Medium	High	High	Medium	Low							
Change Management	NA	NA	NĂ	NĂ	Medium	High							
<u>D efinitions</u>	High = Medium = Low =	Requires some s	 equired and can lea supervision and direct supervis										
Business Process – Documentation, evaluation, design and build of business processes (State and PeopleSoft processes) within assigned areas of	High	Able to explain business processes Able to explain and defend rationale for business process decisions Able to documents current processes, analyze potential process changes and design future processes											
res pons ibility	Medium Low	Able to explain business processes Able to assist documentation and design of future processes with supervision Aware of business processes, able to explain overview											
Configuration – Configuration of the PeopleSoft application	High	Significant experience with one or more PeopleSoft modules and able to lead and teach others to configure PeopleSoft Able to configure PeopleSoft to support maintenance and future implementations											
	Medium	Able to configure	PeopleSoft to sup	port maintenanc	e and future im	plementations							
	Low	Sufficient understanding to evaluate future enhancements, create functional specifications with supervision											
Reports, Interfaces, Conversions, Extensions – Identification of functional and technical requirements and specification, build/program, and implementation of reports, interfaces, conversions and extensions. (some or all)	High Medium	interfaces, conve Able to create Te Able to support a Interfaces, Conv Requires some c and/or specificat Requires some c problems in their		ons ons chnical problems ments) rision to define/d es rision to support	in their area (l lesign functions and troublesho	Reports, al requirements not technical							
	Low	Requires continuous supervision to define/design functional requirements and/or specification for these activities Requires continuous supervision to support and troubleshoot technical problems in their area											
Site Operations – Routine activities and management	High	configuration/wo Can respond to h installation, upgr	ppleSoft batch sche rkbench transports nelpdesk for phone ade and support 3rd party tool admir	support, People	J. ,	·							



Knowledge Transfer – Action Plan

Section 2 – Action Plan by Role

Provide all planned activities that will help develop the desired level of competency set by the goals above. Use the appropriate tables below and delete unnecessary tables. Additional rows should be added to the tables as needed.

Instructor / Coach	Target Date	Comment / Demonstration Results



Communication Plan

Specific Event	Apr	May	June	July	Audience	Communicator	Release Authority	Status	Comments
Training Evaluation Report	X								
Sponsor Memo - Coaching (Email)		X			End-users	Change Management Specialist	Change Management Team Leader		
Coaching FACT Sheet (coaching Information, email attachment with Sponsor Memo email)		X			End-users	Change Management Specialist	Change Management Team Leader	In Progress	
Coaching Sponsor Memo and FACT sheet Website Update		X			End-users	Change Management Specialist	Change Management Team Leader		
Lessons Learned Document				X	Sponsors	Change Management Specialist	Change Management Specialist		

Communication Plan includes:

Event
 Scheduled date
 Audience
 Communicator
 Release Authority
 Status
 Comments



Communication Tracking Spreadsheet

Communication	Communication										Follow-up		_	of Follo	
itle	Media	Date Sent	Sent From	Organization/Team	Phone #	email address	Sent to:	Organization	Phone #	email address	Yes	No	Meeting	email	Othe
	=∜														
	Con	2 100 1		7:4			Fall		NIO						
•	 CO H	шщ	ınıcat	on Titl	e	•	 FOII	ow-up	146	raea					
•	Med	lia					`	Yes							
	INICO	IIa													
•	Date	S	nt			_		NO							
							Type	of Eo	llov	V up No	مام	<u>ا</u>			
•	Sen	tfr	om an	d to			ТУР	s or r o	HOV	v-up Ne	suc	u			
						_	+	Meeting							
		org	amizati	on/Tear	11				1						_
		Pho	ne					Phone o	all						
				1	1			Émail	1	!	+ +				
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						_		Other							
						•	Con	nments							

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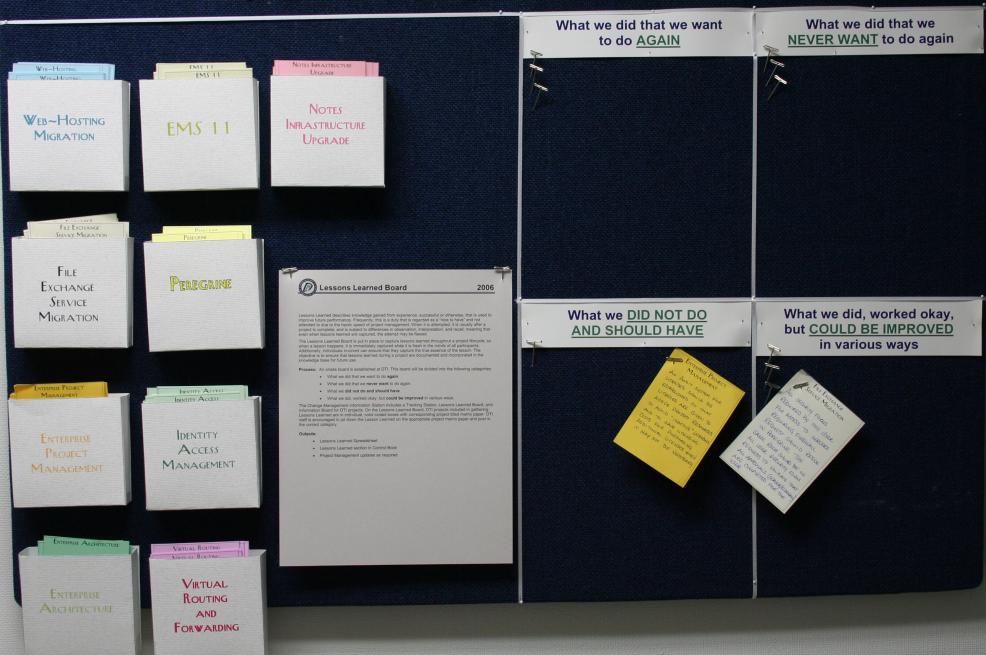
Continuous Improvement



Lessons Learned Board

- Describes knowledge gained from experience
- Captures lessons learned throughout a project lifecycle
- Process:
 - An onsite board is established and divided into the following categories:
 - What we did that we want to do again
 - What we did that we never want to do again
 - What we did not do and should have
 - What we did, worked okay, but could be improved in various ways.
- Outputs: Lessons Learned Spreadsheet, Lessons Learned section in OCM Closing Report, Project Management updates as required.

LESSONS LEARNED



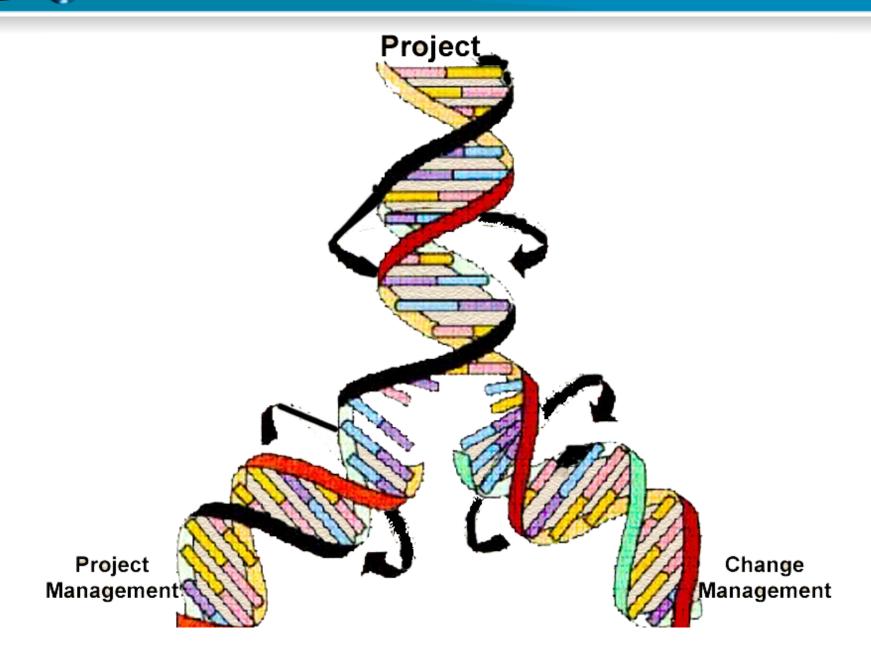
Collect, Analyze, and Report Feedback

- Compliance Audit
- Post-Implementation Review Process
- OCM Closing Report

OCM Closing Report

- System Testing Evaluation
- Parallel Testing Evaluation
- Training Evaluation
- Coaching Survey
- Reinforcement/Resistance Survey
- Project Evaluation Survey

Integration is Key





Achieving Successful Organizational Change

- Dedicate resources to Organizational Change Management.
- Secure visible executive sponsorship early in the project.
- Repeat key messages early and often.
- Involve employees in the change process.
- Create a transition strategy with achievable timeframes.

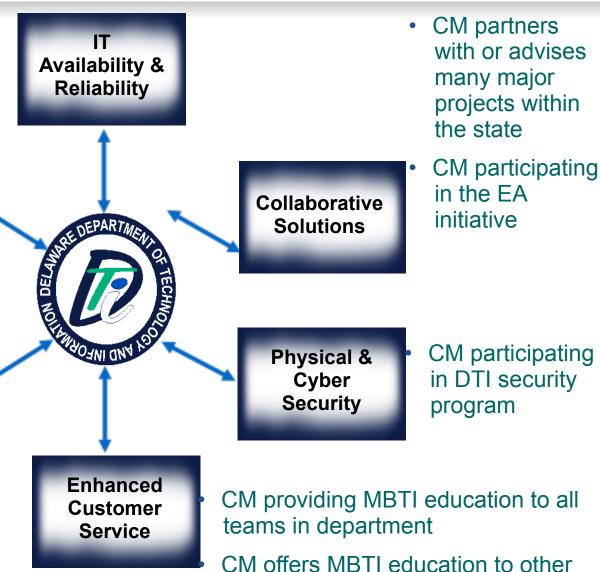
DTI Strategic Goals & Enterprise Organizational Change Management

- Change Management certified team
- 2 qualified MBTI providers
- 2 qualified EI providers
- Team member pursuing PMI certification
- Team member pursuing BPR certification

Workforce Excellence

Enhanced Project Management

 CM offers change management, and requirements gathering education



organizations